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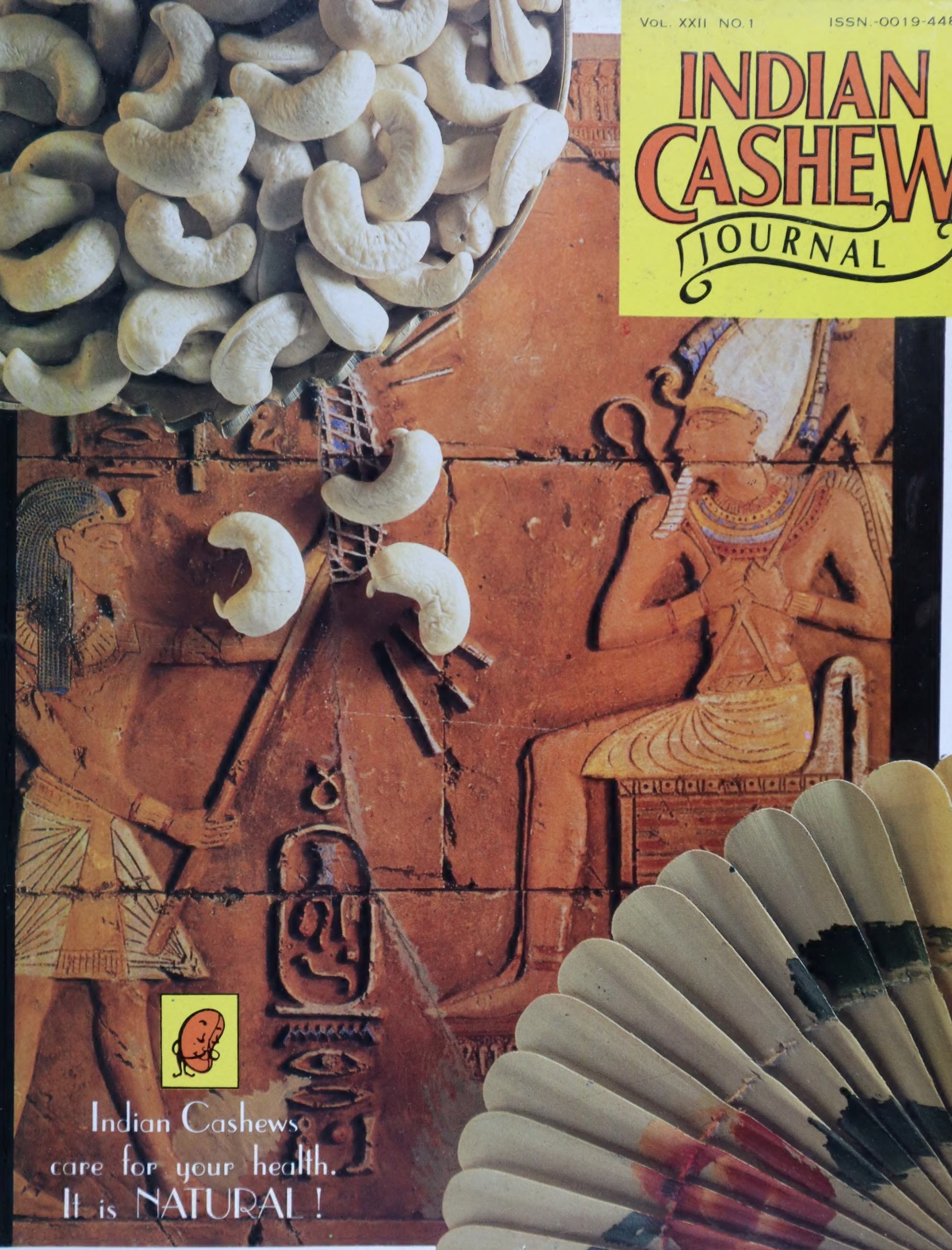
INDIAN CASHEW JOURNAL



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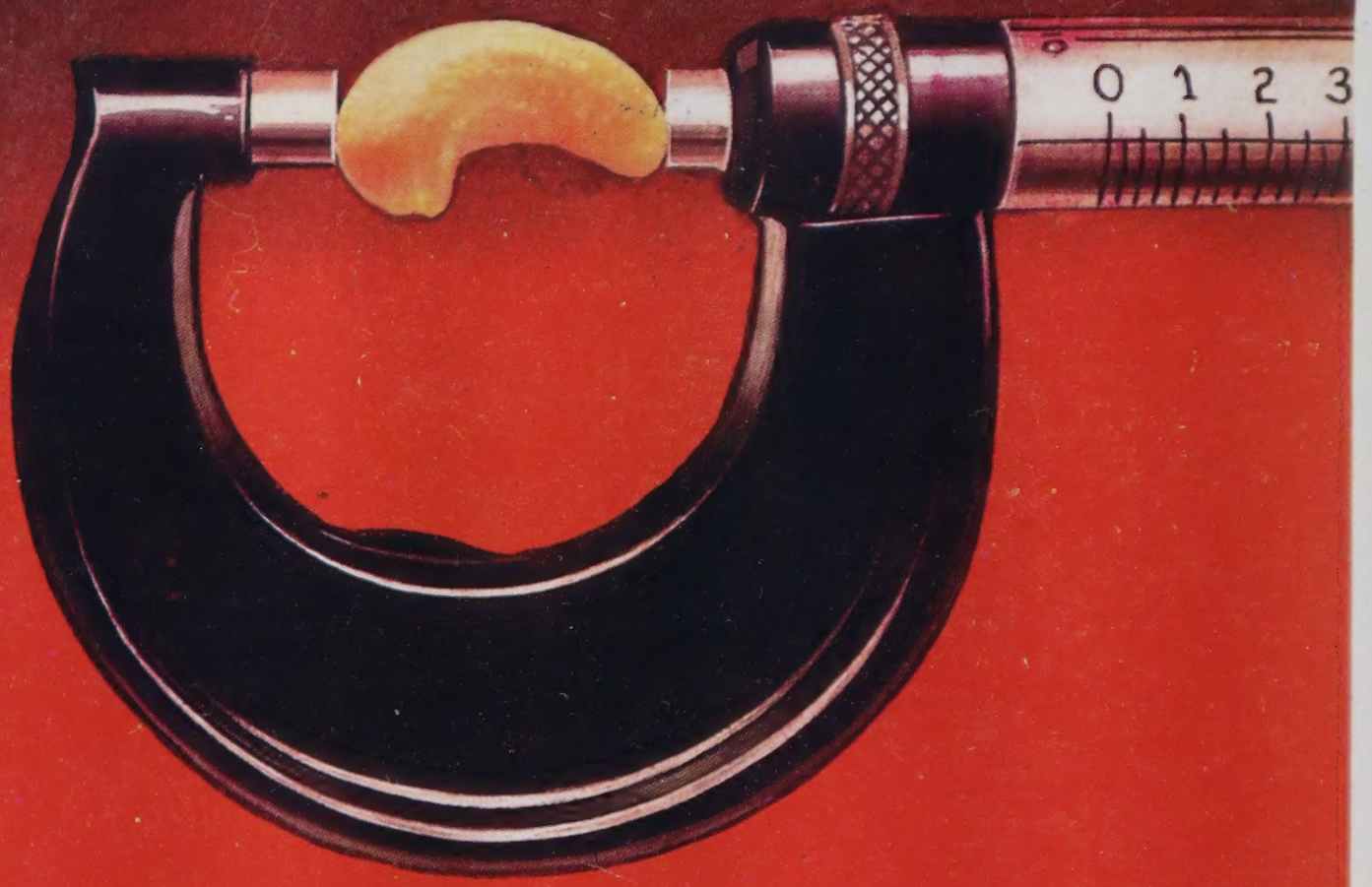

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INDIAN CASHEW JOURNAL

A quarterly publication of the Cashew Export Promotion Council of India.

THE CASHEW EXPORT PROMOTION COUNCIL OF INDIA

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FOOD FOR THOUGHT

Indian Cashews- A Culinary Favourite

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—— Publisher

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ALL TIME RECORD IN CASHEW EXPORTS

The export of cashew kernels from India showed an all time high, both in terms of quantity and value in 1993 - 94 totalling about 69,000 tonnes valued at Rs. 1,042 crores.

This growth of 29 per cent in terms of quantity and 39.7 per cent in terms of value, compared to previous year, was mainly on account of various factors, including the improvement in the supply of raw cashewnuts from both indigenous and imported sources, suspension of monopoly procurement of raw cashew in Kerala during the 1993-94 cashew season, improvement in packaging, quality upgradation of raw cashew as well as cashew kernels, improvement in shipping operations in the ports, particularly in Kochi, Tuticorin, Mangalore and Madras and the introduction of house stuffing for export cargo.

Some of the other contributory factors for the excellent performance were the absence of labour unrest in cashew factories, spurt in export promotion activities, steps taken by the Cashew Export Promotion Council of India to remove the irritants in the export promotion front and the liberalised economic and trade environment in the country. The export target of $ 300 millions set by the Centre has been surpassed as it touched $ 333 millions.

There was a record export of cashew kernels from India, both in terms of quantity and value in 1993 - 94.

Significantly, the rising trend was also evident in the estimates for April-October 1994, when the exports totalled about 45,279 tonnes valued at Rs 710 crores compared to about 39,303 tonnes valued at Rs. 597 crores during the same period in 1993.

One of the reasons for this trend was that the 36 factories taken over by the Government of Kerala some years ago and recently returned to their respective owners following litigation, showed significant improvement in processing and export. These factories used to be idle for over half the year during the past and had worked for only 12 days last year. The kernel exports during 1992-93 totalled 53,000 tonnes valued at Rs. 745 crores and that of cashewnut shell liquid totalled 4,258 tonnes worth Rs 3.81 crores. This year, 3,482 tonnes of cashew shell liquid valued at Rs 2.8 crores was exported, mainly to Japan, South Korea and North Korea.

During 1993-94 the main markets for Indian cashew kernels were the U.S. (29,712 tonnes), the Netherlands (13,727), Japan (5,311) U.K. (4,546), Australia (2,931), Hong Kong (2,584), Russia (1,248) and Singapore (1,091).

The exports to the American Zone increased from 25,119 tonnes during 1992-93 to 30,486 tonnes during 1993-94. Exports to the U.S. and Canada recorded a good increase. Another feature was that the Republic of Russia imported 1,418 tonnes of cashew kernels during 1993-94 as against the import of 46 tonnes by the CIS countries during 1992-93. Russia and the CIS countries have emerged as a major market though imports to the Russian Republic are under the debt repayment agreement with the Indian Government. Exports to East Europe also increased from

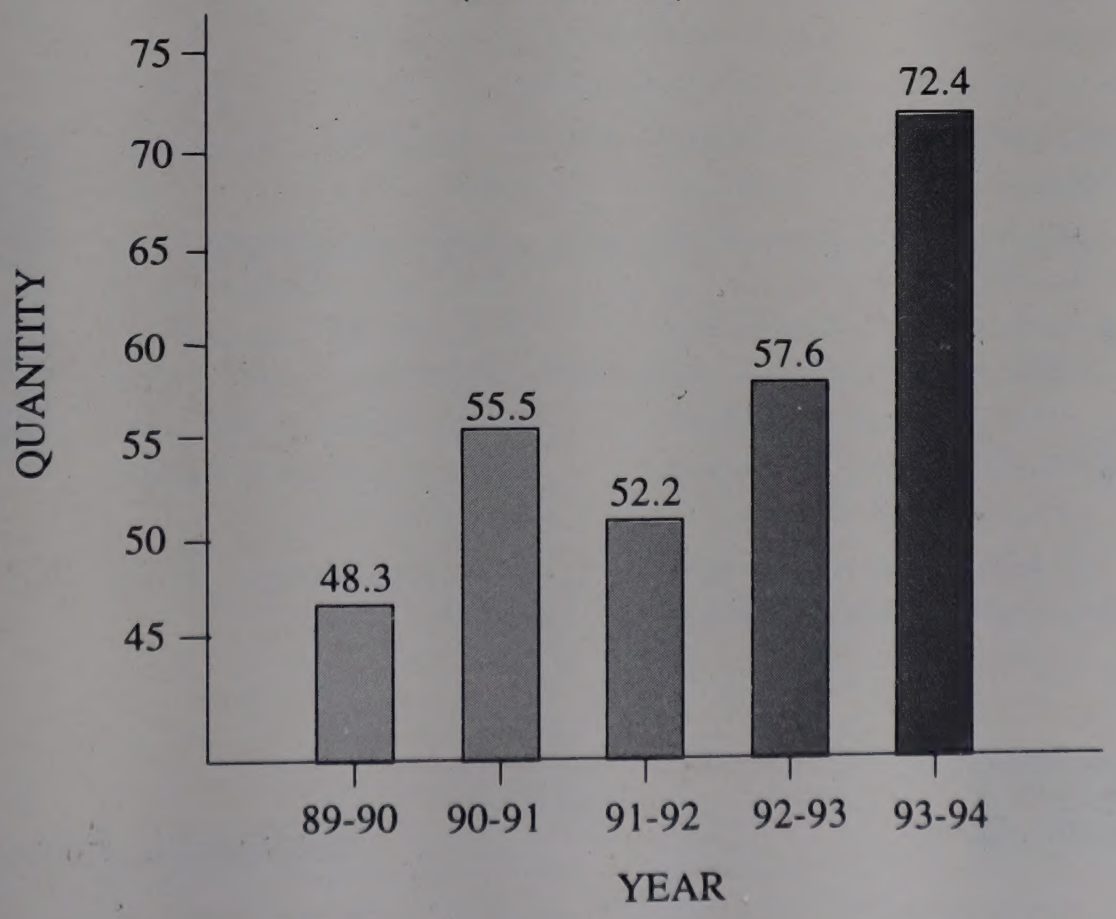
197 tonnes to 1,643 tonnes during the same period and to the West European Zone from 17,000 tonnes to 20,552 tonnes. The exports to almost all countries in West Asia also increased. In the Oceanic Zone, Australia purchased more kernels while there was a drop in the exports to New Zealand. The South East and Far East Asian Zones also registered an increase.

EXPORT OF CASHEW KERNELS AND CASHEWNUT SHELL LIQUID

Year	Cashew Kernels			Cashewnut Shell Liquid			Total Exports		
	QTY	VALUE		QTY	VALUE		QTY	VALUE	
	(MT)	Rs. Crs.	US$ Mlns	(MT)	Rs. Crs.	US$ Mlns.	(MT)	Rs. Crs.	US$ Mlns.
1989-90	45632	366.36	220	2689	2.50	1.00	40321	368.86	221
1990-91	49874	442.24	247	5658	5.56	3.00	55532	447.80	250
1991-92	47738	669.09	273	4542	4.02	2.00	52280	673.11	275
1992-93	53436	745.49	282	4258	3.81	1.00	57694	749.30	283
1993-94 (P)	68968	1,041.54	332	3482	2.80	1.00	72450	1,044.34	333

P = Provisional

YEAR-WISE EXPORTS-QUANTITY
(IN '000 MT)



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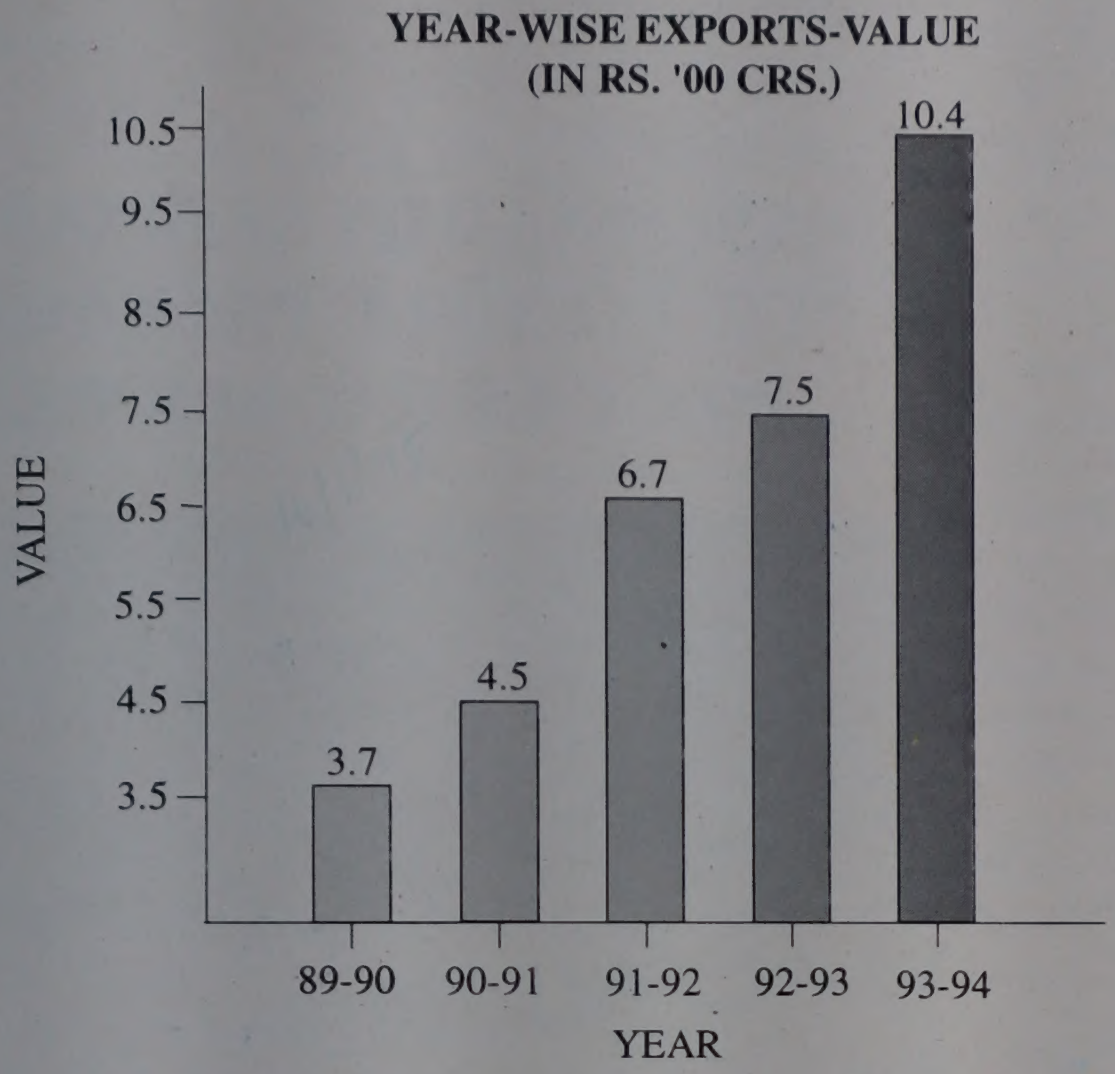

US IMPORTS OF CASHEW KERNELS UP BY 11%

The US intake of cashew kernels during the first half of 1994 (January-June 1994) totalled 30262 MT compared to 27208 MT during the same period last year. This represented an increase of 11%. Indian exports to USA registered a growth of 45% from 13697 MT during January-June 1993 to 19851 MT during January-June 1994. The export from Brazil was 30% less than the previous year. There was a marginal increase in the exports of Kenya, Indonesia and China. Of the total US market, India's share increased from 50% in 1993 to 66% in 1994. Brazil's share was only 26% in 1994 compared to 42% in 1993. This sharp fall may be due to the bad crop during 1993 due to serious drought in the main cashew producing states.

IMPORTS OF CASHEW KERNELS INTO USA

(Metric Tonnes)

Countries	January-June 1993	January-June 1994
India	13697	19851
Brazil	11319	7924
Mozambique	1375	603
Kenya	74	208
Indonesia	381	799
China	-	604
Others	362	273
Total	27208	30262

Source: Ludwig Mueller & Co Inc., New York.

DISSEMINATION SEMINAR ON NEW FLEXIBLE PACKAGING FOR CASHEW KERNELS

The Cashew Export Promotion Council of India conducted a Dissemination Seminar on the new flexible packaging of Cashew Kernels and the system identified and developed by the Indian Institute of Packaging for export purposes. The Seminar was conducted on 19th March, 1994 at Quilon. Over 50 exporters' representatives and a number of leading manufacturers of flexible packaging materials, machineries and CFB boxes attended the meeting. Ms. M.C. Dordi, Deputy Director, Indian Institute of Packaging, Bombay, explained the details of the studies conducted by the Institute for developing new flexible packages.

SSEMINATION PROGRAMME ON
AGING OF CASHEW KERNELS
ORGANISED BY
NSTITUTE OF PACKAGING. BOMBAY &
w Export Promotion Council Of India. COCHIN

Delegates at the gathering: (L to R) Dr. K.G. Nayar, Chief Executive & Secretary, CEPC, Mr. P. Bharathan Pillai, Vice Chairman CEPC, Mr. T. Matsubara, Mr. G. Ishiguro, Mr. Y. Numata and Ms. M.C. Dordi, Dy. Director, IIP.

A three member delegation of Japanese Cashew Importers consisting of Mr. J. Matsubara, Kyoritsu Food Co. Ltd. Mr. M.G. Ishiguro, Toho Bussan Kaisha Ltd., and Mr. M.Y. Numata, Nissho Iwai Foods Corporation, who were visiting India also attended the programme and saw for themselves the progress of the Indian Cashew Industry as regards flexible packaging for cashew kernels. They also observed that the test consignments of cashew kernels in flexible packages sent to them had reached them in good condition.

A view of the gathering

WORLD CASHEW TRADE IN 1993-94

According to Man-Producten, Edible Nut Market, May 1994, the market for broken grades will remain tight until the new Brazilian crop becomes available at the end of 1994. This is because of a considerably reduced Brazilian crop and an increase in the domestic market in India for this grade. Since total availability for cashews are hardly sufficient to cover the increase in world demand, the prices of most grades should remain stable for the remainder of the season.

India

During the year 1993, India exported a record volume of Cashew Kernels, a figure that was 30% higher than the exports of 1992. The major importers were USA, the Netherlands and Japan. India was able to export such a large quantity because of a larger crop and higher imports of raw cashew seeds.

Brazil

The 1993 Brazilian cashew crop was plagued by one of the most severe droughts in the history of north east Brazil. In most of the main cashew producing states,rainfall was between 30 to 80 percent less than normal. Even cashew trees which are normally drought resistant were not able to survive it.

The total Brazilian crop for 1993 was about 30% lower than the previous crop. It amounted to 80,000 to 100,000 metric tonnes of raw seed. To counter the numerous problems including unemployment created, the Brazilian processors are actively negotiating for import of raw seeds from Africa.

Vietnam

Stimulated by the open-market economy brought about by the Doi-Moi policy, Vietnam has emerged into a major force in the cashew market. Although it still lags on the quality factor it is now listed among the top three producers of the world.

Africa

Business in cashew kernels still remains limited although there is a huge amount of export of raw seeds.

Imports

The average consumption in USA has increased from the usual 2.4 - 2.5 million cartons. But the imports of 1993 were slightly less than that of 1992. There was a major structural difference as the exports of Brazil and Africa were taken over by India. The volume was almost 38 percent more than that in 1992.

Gross imports to Canada increased substantially from 1992-93. Here also there was a tremendous increase in imports from India while that from Brazil fell by 11 percent.

Imports during 1993 to the major European consumers (NL/UK/GE) were again higher than 1992. With a market share of between 80 to 85 percent, India remains the main supplier of cashew kernels.

The total world imports of cashew kernels during 1993 was around 4.4 million cartons, an increase from the 1992 figure of 4.1 millions. The world imports surpassed the 3 million mark for the first time only in 1989.

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MEDITERRANEAN DIET PYRAMID SAYS EAT NUTS DAILY

Eat nuts daily! The world's leading researchers, food experts, nutritionists and food communicators propose that tree nuts should be a regular part of a healthy diet. In the new version of the traditional Mediterranean Diet Pyramid developed by the World Health Organisation, European Regional Office, WHO/FAO, Collaborating Centre in Nutrition at the Harvard School of Public Health and Oldways Preservation and Exchange Trust (Oldways), treenuts were placed low in the pyramid along with fruits, vegetables and legumes encouraging daily consumption.

After three days of discussion and study of epidemiological evidence and new nutrition information on the health benefits of tree nuts (almonds, cashews, hazelnuts, macadamia nuts, pecans, pistachios and walnuts) at the Oldways Symposium sponsored by the International Nut Council (INC) ``Treenuts, Health and the Mediterranean Diet'' researchers concluded that eating treenuts regularly could help lower the risk of cancer. In the Symposium, an unprecedented joint effort of the US Tree Nut Boards and Commissions, nearly 500 of the world's leading food and nutrition experts learned how nuts fit in the Mediterranean diet pyramid. About one third of the attendees were journalists and food writers.

Speaking on tree nuts and their role in the diets and health of the people of the Mediterranean, Dr. Antonia Trichopoulou, Professor of Nutrition and Biochemistry at Athens School of Public Health and Chief of the Collaborating Center of the World Health Organisation for Nutrition Education in Europe, commented on one of the earliest epidemiological studies, the Seven Countries Study. She said this study brought about a new awareness of the value and safety of diets in which unsaturated fats are the main fats consumed.

The study found that the traditional eating habits of the Mediterranean region include daily staples of tree nuts, olive oil, breads, vegetables and other plant-based foods. It showed that the people of this region have low total plasma cholesterol and low incidence of coronary heart disease compared to other populations who consume large amounts of high fat animal products. ``The high consumption of tree nuts in Greece and Italy give evidence that nuts may play some role in the lower rate of heart disease in these countries. It is significant that tree nuts are placed closer to the base of the Mediterranean pyramid with other plant foods,'' said Dr. Trichopoulou.

In his presentation of the micronutrients found in tree nuts, Dr. John Potter, Professor and Associate Director of the Division of Epidemiology, School of Public Health at the University of Minnesota, said that treenuts are a plant food and should never have been placed in the same category as meat. Plant food, he said, can bring down the risks of some types of cancer. He said the epidemiological evidence from the Mediterranean regions shows lower incidence of colon and stomach cancer. He goes on to say that plant foods, including tree nuts, are healthy because they do not produce carcinogens. In fact, ``The anti-carcinogens found in plant

foods reduce a series of steps that lead to abnormal cell production which could ultimately lead to cancer," he said.

The health benefits of a plant-based diet were further explored by Dr. Gary Fraser, Professor of Epidemiology, Professor of Medicine and the Director of Health Research at Loma Linda University. He presented the findings from a long term study of more than 34,000 Seventh Day Adventists in California, who are known to consume low fat vegetarian diets. He said that many of the Adventists consumed nuts regularly. ``As the frequency in consumption of nuts increased, the rate of heart disease decreased." he said. Given these findings, ``Eating nuts regularly can be very beneficial as long as they replace other foods and are not just added to the diet," he said.

Other researchers and nutritionists presented their findings that certain tree nuts reduce LDL and serum cholesterol. Dr. Gene Spiller, Director of the Health Research and Studies Center in Los Altos, California, presented the correlation between almonds as the primary fat consumed in a controlled, modified diet and the significant lowering of elevated serum cholesterol. He said he was able to lower the elevated blood cholesterol levels significantly after approximately four weeks on the almond diet, a supervised low fat diet which included plenty of fiber and complex carbohydrates. ``We had very satisfactory results and determined nuts certainly to lower serum cholesterol," he said. ``The reduction in cholesterol is sustained due to a lowering of LDL without significant changes in HDL at the end of the study" he continued..

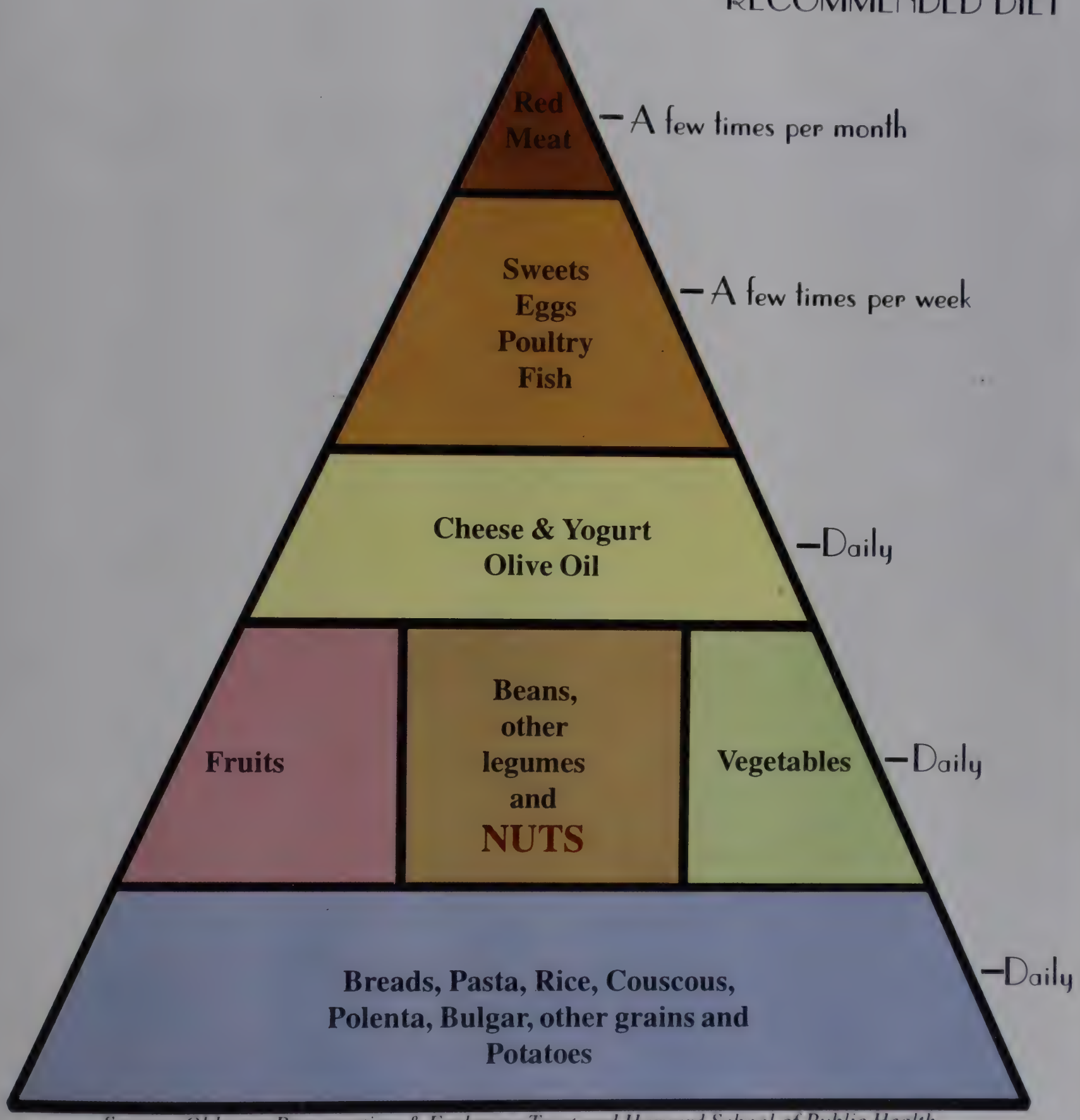
Dr. Joan Sabate of Loma Linda University's School of Medicine presented his findings on the effect of walnuts on cholesterol. He says he found that a walnut diet lowers serum cholesterol levels further than the standard low fat diet. In fact,``By replacing a portion of the fat in a cholesterol-lowering diet with walnuts, I further lowered cholesterol levels by 12 percent", he said. ``I feel walnuts should not be left out of any cholesterol lowering diet," he added.

Similar findings were presented from an on going study on the macadamia nut by Dr. J. David Curb, Professor of Medicine and Director of Research, Division of Geriatrics, Department of Medicine at the John A Burns School of Medicine. He said the macadamia nut is very high in monounsaturated fats. The preliminary results from his study seem to suggest that consuming macadamia nuts may reduce blood cholesterol.

The Mediterranean region is defined by the countries bordering the Mediterranean Sea on three continents: Europe, Asia and Africa. The Mediterranean diet reflects long standing eating habits in this region where there are historically low chronic disease rates and high life expectancies.

Till now tree nuts have been largely ignored by the research community, while the nutritionists, dietitians and public health people have positioned treenuts as foods to be taken sparingly. With this symposium INC has put tree nuts on the nutritional map. A number of journalists and experts are now set to take up the cause of tree nuts as a constituent of a healthy diet. Among them are writers for prominent publications like New York Times, Vogue, Vegetarian Times, Food Arts, American Health Magazine,

Mediterranean Diet Pyramid says Eat Nuts Daily !



Source: Oldways Preservation & Exchange Trust and Harvard School of Public Health.

Los Angeles Times and Oakland Tribune and several scientists like Dr. Antonia Trichopoulou and Dr. Dimitrios Trichopoulou who are planning further studies. Institutions like the University of San Francisco and the Greek Food & Wine Institute would also like to pursue the matter further.

The objective of the San Francisco symposium was to utilise only noted scientific evidence to link tree nuts with emerging diet trends that focuses on the beneficial fat intakes versus total fat intakes. The timing of the symposium was excellent and the results satisfactory. Only the need for action is urgent.

Following is an excerpt from the June 1994 issue of Harvard Medical School's Harvard Heart Letter.

FROM HARVARD MEDICAL SCHOOL

Harvard Heart Letter

Nuts

Until recently the conventional wisdom among health-conscious Americans was to avoid nuts because of their extremely high fat content. But within the past several years, nutritionists and health researchers have taken another look at nuts. Have they been ``rehabilitated''? What is the story behind the shifting reputation of the nut?

Much of the momentum for giving nuts a second chance comes from a long-term study of diet and heart disease in more than 26,000 Seventh Day Adventists in California that began in the mid 1970s. This group, which tends to be intensely interested in diet and health, was a relatively homogeneous-if unusual-population. Virtually none of them smoked, very few drank alcohol, many adhered to a vegetarian diet, nearly half consumed meat products less than once a week, and they had about half the heart-disease rate of the rest of the U.S. population. Nearly two decades after the study's start,. one of the results, reported in 1992, aroused the curiosity of health researchers-a strong association between higher nut consumption and a lower risk of heart disease.

The frequency factor

The research team that conducted the Adventist Health Study did not intend to examine the effects of nuts on health, and they did not provide nuts for the participants to eat. Rather, they asked the study subjects to complete a questionnaire to indicate the frequency with which they ate 65 food items by ranking them on a scale of 1 to 8, ranging from ``never consume'' to ``eat more than once per day.'' The data showed a startlingly high level of nut consumption among the Adventists. Twenty-four percent consumed nuts at least five times a week, while 34% ate them less than once a week. By comparison, a large study of U.S. women found that 5% ate nuts five or more times a week, while 70% ate them less than once a week.

The amount of nuts the Adventists ate in any one serving is not known because the researchers did not solicit this information. However, they surveyed a small sub-group of the study population and discovered the type of nuts consumed: about 32% of the nuts were peanuts, 29% almonds, 16% walnuts, and 23% other types. The researchers did not ascertain whether the nuts were fresh, oil-roasted, or dry-roasted.

During the six years following the diet survey, the people who consumed nuts frequently (at least five times a week) had roughly half the risk of a heart

attack or a coronary death as those who rarely ate them. People who ate a portion of nuts even once a week had about a 25% lower risk of heart disease than those who avoided nuts.

While the findings of the Adventist study are intriguing, many questions remain. Are nuts themselves protective, or do people who eat them have some other reason for a lower risk? Did the reduced risk of heart disease in the nut eaters result from the combined effect of nuts and other foods in their diet? Is the type of fat in nuts the important ingredient, or is it some other component in this food? Are the results of this study relevant to people who eat a more typical American diet?

Nuts and blood fat

Some of these questions have been addressed in more recent studies. While the Adventist study examined food-frequency data, two investigations have focused directly on the impact of nut consumption. In these clinical trials, investigators provided participants with precise amounts and types of nuts and then measured changes in blood-fat levels and blood pressure.

In the first study, researchers enrolled 13 women and 13 men from a YMCA cardiac rehabilitation program and placed them on a special nine-week diet that substituted almonds for some of their usual calories. These volunteers had fairly high cholesterol levels that averaged 235 mg/dl, and many had already modified fat intake to lower them. Each of the participants ate 3.5 ounces a day of almonds (385 calories). Half the almonds were provided as whole unbleached raw nuts and the other half as ground nuts.

The participants were also given a supply of almond oil to prepare food and to replace other fats they would normally use, such as salad dressings, butter, and margarine. Grains, beans, vegetables, fruit, and lowfat dairy products were the foundation of the diet, and participants ate only limited amounts of meat, fatty fish, high-fat dairy products, eggs, and saturated fat. The volunteers were instructed to avoid nuts, except the almonds provided by the study.

The usual diet of the participants contained approximately 30% of total calories from fat (as recommended by the National Cholesterol Education Program). The almond regimen increased dietary fat to 37% of total calories. After three weeks on the experimental diet, the average cholesterol level of the volunteers dropped by about 20 mg/dl, a reduction that remained stable during the full nine weeks of the almond diet.

The participants also experienced a sustained reduction of the ``bad' low-density-lipoprotein (LDL) cholesterol; the ``good'' high-density-lipoprotein (HDL) cholesterol did not fall, so the LDL-to-HDL ratio became more favourable.

In the second study, the researchers who had conducted the original Adventist Health Study gave two different diets to 18 healthy volunteers for four-week periods. In this investigation, which was funded by the California Walnut Commission, about 30% of calories in both of the diets were derived from fat. However, one of the diets included three servings of walnuts per day with 20% of total calories derived from these nuts, which translates into 2 ounces of walnuts in a daily 1,800-calorie diet. The participants also reduced their consumption of meat, oil, margarine and butter to keep calories from fat at 30% of total calories. The walnuts were served as snacks, mixed in salads and breakfast cereals, or cooked in dinner entrees. Overall, walnuts accounted for 55% of the dietary fat during the high-walnut phase of the study.

When the blood-fat levels of the 18 study subjects were compared for the two periods, the high-walnut diet resulted in a 22 mg/dl fall in total cholesterol. Levels of both LDL and HDL

also fell by 18 mg/dl and 2 mg/dl, respectively.The ratio of LDL to HDL cholesterol was 2.5 during the walnut-free diet, compared with 2.2 during the high-walnut diet- a decrease suggesting that the experimental diet reduced the risk of heart attack.

What's in a nut?

Nuts have a unique nutrient composition, and it is plausible that they could favourably affect heart-disease risk factors and interfere with the development of plaque in the arteries. The fat in nuts is predominantly monounsaturated-the type also found in olive oil, an important part of the traditional Mediterranean diet.
Historically, the people of the Mediterranean region have had a lower rate of heart disease than Americans. A number of research investigations have shown that monounsaturated fats can lower overall and HDL cholesterol and thereby lower the risk of heart disease.

The fats in all of the common edible nuts, with the exception of coconuts, are at least 77% unsaturated. (Coconut fat contains over 90% saturated fatty acids.)

The table reviews the fatty-acid profiles of various nuts. Macadamia nuts and filberts (hazelnuts) are the richest in monounsaturated fats, followed by pecans, almonds, and pistachios.

Fats and Calories in Nuts

Nuts (1 OZ. EDIBLE PORTION)	Calories	Total fat (g)	SFA (g)	MUFA (g)	PUFA (g)
Almonds (~ 24 nuts)	167	14	1	10	3
Brazil nuts (~ 8 med)	186	19	5	7	7
Cashews (~ 18 nuts)	160	13	3	8	2
Chestnuts **Water, boiled** (~ 5 nuts)	44	0.2	0	0.1	0.1
European, roasted (~3 1/2 nuts)	70	0.5	0.1	0.2	0.2
Coconut dried (~1/3 cup, shredded)	187	17	16	0.8	0.2
Hazelnuts (Filberts) (~ 5 nuts)	188	18	1	15	2
Macadamias (~ 12 nuts)	200	19	2	16	0.6
Peanuts (~ 46 nuts)	164	13	2	7	4
Pecans (~ 31 nuts)	190	19	2	12	5
Pine nuts (~ 3 Tbsp)	146	13	2	5	6
Pistachios (~ 47 nuts)	164	13	2	9	2
Walnuts **Black** (~ 7 nuts)	172	16	1	4	11
English (~ 7 nuts)	182	17	2	4	11

All values are for dried or dry-roasted nuts unless specified. Grams are rounded off. (Abbreviations: SFA = saturated fatty acids; MUFA = monounsaturated fatty acids; PUFA = polyunsaturated fatty acds; g = grams; ~ = approximately.)

Recently, nutritionists have become very interested in

another fat-omega-3 fatty acids, which are believed to help protect blood vessel walls from the harmful effects of LDL cholesterol. These fats are found predominantly in fish but also in some nuts, whole grains, beans, seaweed, and soybean products. The highest concentrations among plant sources are in walnuts and rapeseed (the source of canola oil). Some studies have demonstrated that omega-3 fatty acids from fish are protective against heart disease.

In addition to their favourable fatty-acid content, nuts are a good source of vitamin E, an anti-oxidant that may guard arterial walls and lipoproteins from damage and thereby protect against the development of atherosclerosis and heart disease.

Nuts also contain protein. Like legumes, they offer about twice as much protein as the common cereal grains. In fact, botanically, peanuts belong to the legume family but are usually classified as nuts because of the striking similarity in fat and protein composition.

The content list of nuts reads very much like that of a multiple-vitamin capsule. Nuts are rich in magnesium, zinc, selenium, and copper, and most nuts are good sources of phosphorus, biotin, riboflavin, niacin, and iron. In addition, moderate amounts of calcium are found in almonds, brazil nuts, and filberts. A high fiber content is another nutritional advantage of nuts, since fiber has been shown to lower cholesterol levels.

Many merits

Before people start munching nuts with abandon, they must be aware of the food's caloric density -about 170 calories per ounce. For example, a 4-ounce serving of almonds (about 96 nuts) contains close to 700 calories. The nutritional benefits and potential risk-reducing properties of nuts would be lost if people were to become overweight. Surprisingly, nut eating was not associated with weight gain in the Adventists.

What seems likely is that there is no one factor in nuts that protects against heart disease. Rather, nuts have several nutritional merits, including monounsaturated fat and omega-3 fatty acids, fiber, vitamins, and minerals. People eat food, not isolated nutrients. Because nuts are tasty and availabe, they can be incorporated into any diet.

Nuts alone are not a ``magic bullet'' against coronary heart disease. No amount of nuts can offset a poor diet that is high in saturated fat, but they can be a substitute for saturated fat, snacks, and desserts. Further more, nuts can be used creatively in place of meat-mixed with pasta, sprinkled on a salad, stir-fried with vegetables, or stuffed into mushrooms. A healthy lifestyle that protects against heart disease should include regular exercise and a diet that contains plenty of fruits, vegetables, grains, and legumes-and some nuts.

Cashew Has Good Fat Content

Cashew nuts are ``well balanced'' in their fat composition. For the composition of fats to be well balanced, there should be a dominant level of monounsaturated fat and relatively low levels of saturated and polyunsaturated fat. In addition, the levels of saturated fat and polyunsaturated fat need to be nearly equal.
In cashew nuts, the ratio of monounsaturated fat to saturated fat is about 4 to 1. There is also a balanced ratio betwen the saturated fat and the polyunsaturated fat, approximately 1 to 1 The predominant polyunsaturated fatty acid found in Cashew is Omega 6, which is an essential fatty acid.

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QUANTUM JUMP IN CASHEW EXPORTS

1993-94 was a very good year for the Cashew Industry. During the year the cashew industry surpassed all previous records in exports, both in quantity and value, by exporting 68,968 MT of cashew kernels valued at Rs. 1,041.54 crores as against an export of 53,436 MT valued at Rs. 745.49 crore during 1992-93, recording an improvement of 29.07% in quantity and 39.7% in value.

Mr. T.K.Shahal Hassan Musaliar, Chairman, Cashew Export Promotion Council of India (CEPC) gave out these figures while presiding over the 39th Annual General Meeting of the Cashew Export Promotion Council of India held on 22nd September, 1994 at the Conference Hall of Gaanam Hotels Ltd. Cochin.

Mr. T.K. Shahal H Musaliar, delivering the Chairman's Speech at the 39th AGM.

After the Chairman's speech and the statutory business of the Annual General Meeting, members actively took part in discussions on various matters concerning the cashew industry.

Mr. P. Gangadharan Pillai, former Chairman and member of the Committee of Administration while addressing the meeting observed that the record export of cashew kernels from India during 1993-94 was a remarkable achievement and the industry could rightly be proud of the achievement. He was sure that if the right atmosphere and enough raw materials were ensured, the industry could scale further heights in the years to come. He pointed out that as a result of the concerted efforts made by the Council, the Planning Commission of India has allotted Rs. 48 crores for the development of cashew production in the 8th Five Year Plan. He also appreciated the efforts made by the Directorate of Cashewnut Development for obtaining the higher allotment. But he still felt that the targetted production of 6 lakhs tonnes by the end of the century would not be sufficient to meet the demands of the industry.

Mr. P.P. Balasubramanian, Director, Directorate of Cashewnut Development, Cochin, in his reply expressed his sincere thanks to the efforts taken by the industry and felt that these efforts would create an awareness among all concerned about the need for cashew development to attain self sufficiency in the matter of cashew processing requirements. According to him in the coming year 20 lakh grafts of cashew plants are expected to be

produced and distributed among the farmers.

While agreeing with Mr. Gangadharan Pillai, Mr. Giridhar Prabhu claimed that at least 10 lakh tonnes of raw cashewnuts will be required by 2000 AD to meet the ever increasing production and exporting capacity of the processing industry. He said that the cashew farmers are increasingly adopting the latest technologies in the field of cultivation and the results are expected within a few years in the form of increased production.

Mr. T.S.R. Govindarajalu while speaking on the occasion expressed his satisfaction over the various measures taken by the Cashew Export Promotion Council of India for the overall development of the cashew industry.

Dr. K.G. Nayar, Secretary of the Council informed the members that the Council has submitted a few schemes for infrastructural development to the Planning Commission through the Ministry of Commerce for allocation of Plan Funds. The Council also proposes to submit a few Annual Plan Schemes for Export Promotion seeking Five Year Plan funds for implementation during the next year. He also informed the members that a Committee has been formed in the Ministry of Commerce, Government of India, to decide on the grant pattern to the Export Promotion Councils.

Mr. P. Bharathan Pillai, Vice-Chairman of the Council in his address congratulated the exporters for their excellent performance in 1993-94 and wished the industry and the Council better prospects in the years to come.

Earlier Mr. Musaliar in his speech said that although the export figures for cashew kernels were very encouraging the position was totally different in respect of cashewnut shell liquid. Compared to 1992-93 exports fell by 776 M.T. in quantity terms and Rs. 1 crore in value terms.

The estimated export figures for both cashew kernels and cashewnut shell liquid for the current financial year also shows the same trend as before.

Import of raw cashewnuts during 1993-94 was 190,157 MT valued at Rs. 482.70 crores which gives a quantity wise increase of 40.87 percent and value wise increase of 28.27 percent over 1992-93.

Factors for good performance

Mr. Musaliar also enumerated the reasons for the good performance. According to him they were, the improvement in supply of raw cashewnuts from both indigenous and import sources, suspension of monopoly procurement for raw cashew nuts by Government of Kerala during 1993-94 cashew season, improvement in packaging, quality upgradation of raw materials, improvement in shipping operations, introduction of house-stuffing for export cargo, absence of labour unrest in cashew factories, export promotion activities and resolving of irritants and problems in the cashew export sector by the Cashew Export Promotion Council of India, the liberalised economic, trade and export policies of the Government of India and the concerted efforts of the cashew exporting community.

Production of Raw Cashewnuts

The requirement of raw cashewnuts for the industry is very high. With indigenous production not able to meet the demand the imports are going up every year resulting in increased foreign exchange out flow. To meet this situation the Council with the help of the State Governments, the Ministry of Agriculture and the Planning Commission are trying to increase the indigenous production. The Planning Commission has sanctioned a sum of Rs. 48 crore for this purpose. The schemes envisaged are slowly showing results. Consequent on the spread of raw cashewnut cultivation to non-traditional

areas, in addition to the tiny and cottage cashew processing units, a good number of cashew processing units are being set up in the organised sector.

The result of all these efforts besides the saving of foreign exchange is employment generation, dispersal of industries to rural areas, generation of employment among women, especially among SC, ST and other socially and economically backward sections, prevention of migration of labour to cities, development of wastelands and environmental protection.

Mr. T.K. S.H. Musaliar, Chairman, CEPC. addressing the 39th AGM. Also seen are Dr. K.G. Nayar, Chief Executive & Secretary and Mr. P. Bharathan Pillai, Vice Chairman of the Council

Training sessions

The Council in association with the Export Inspection Agency has conducted training programmes on good manufacturing practices and safe use of pesticides and fumigants, to the exporters, factory managers and supervisors in different centres. The Council's delegation which visited USA also held discussions with US importers and FDA laboratory authorities about the action taken by Indian cashew industry on improving the quality standards of the cashew kernels.

Members at the Annual General Meeting

Restrictive Legislations

As per existing laws, even wastelands cannot be used for raising large scale cashew plantations. To reduce the raw materials shortage laws relating to land ceilings have to be amended. Although the Kerala and Maharashtra governments have decided on the exemption, necessary legislations have not been taken up.

Mr. Musaliar appealed to the governments of all states to repeal such restrictive laws.

--Continued on page 20

NEW CHAIRMAN AND VICE-CHAIRMAN FOR THE COUNCIL

The reconstituted Committee of Administration of the Cashew Export Promotion Council of India (CEPC) in its first meeting held after the Thirty Ninth Annual General Meeting on 22nd September, 1994, unanimously elected Mr. P.Bharathan Pillai of M/s. Asiatic Export Enteprises, Quilon, as Chairman and Mr. A. Younus Kunju of M/s. Younus Cashew Industries, Quilon, as Vice-Chairman of the Council for a period of one year.

Mr. P. Bharathan Pillai
Chairman

Mr. A. Younus Kunju
Vice Chairman

Mr. Pillai has been a member of the Committee of Administration of the Council for the past 12 years and the Vice-Chairman of the Council during the period 1992-93 and 1993-94. He has also represented the Council as a member of Trade Delegations on several occasions. He has been associated with various social and cultural activities, including being the President of the Indian Amateur Boxing Federation from 1975 to 1983 and District Governor of Lions Club South India in 1978-79.

Mr. Younus Kunju has served in the Committee of Administration of the Council since 1985 and has widely travelled around the world several times both in his personal capacity and as the member of Trade Delegations sponsored by the Council. He is also a Member of the Kerala Legislative Assembly.

--Continued from pg. 19--

Suspension of the monopoly procurement scheme for raw cashewnuts during 1993 cashew season has increased cashew exports. Mr. Musaliar expressed disappointment over the fact that the Kerala Government has reintroduced the scheme for the 1994 season.

Return of Cashew Factories.

The Kerala Government has returned all the 36 factories which they had acquired in 1988 to their original owners/ occupiers in view of the Supreme Court Order dated 12th May, 1994. Mr. Musaliar was sure that this action will increase production and output considerably.

Export of Cashew Kernels in Consumer Packs

Packing materials of international standards are not available within the country and this is the main problem in developing export of cashew kernels in consumer packs. As per present policy consumer pack exporters would bring in packing materials worth only 5% of the FOB value under the Advance Licence Scheme. Mr. Musaliar wanted an increase in this Advance Licence and requested the Government to take necessary measures.

SESSION ON CASHEW TRADE AT AFI CONVENTION

The Annual Convention of the Association of Food Industries (AFI), 1994, was held at Sanibel Island, Florida, from 28th April to 1st May, 1994. In this year's convention many important areas of global trade like the implications of GATT AND NAFTA, Food Import Legislations and FDA's latest requirements for Food Safety were discussed.

Members of the Indian delegation at the AFI Annual Convention.

On the 29th of April there was a special session on the Cashew Trade. Representatives of the major cashew exporting countries like India, Mozambique, Brazil and Kenya participated in this convention. During the session major issues of the cashew trade like grade specification, packaging, problems of pesticide residue, promotion programmes to increase cashew consumption etc, were discussed.

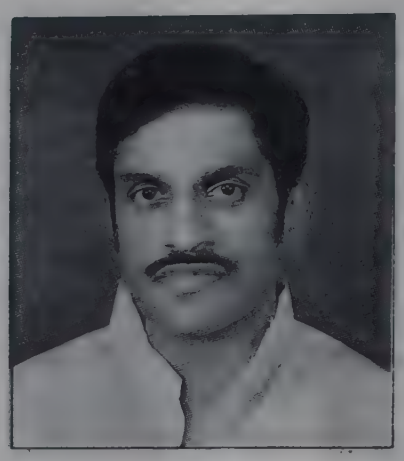
Indian and Brazilian Cashew Delegations at AFI Convention

With USA accounting for more than 43% of India's total exports and considering the vital role played by AFI in the area of international cashew

--Continued on pg. 22--

ELECTION TO THE COMMITTEE OF ADMINISTRATION

Mr. TSR Govindarajalu



Mr. K Ravindranathan Nair

Mr. TK Shahal H Musaliar

Mr. A.Younus Kunju

The Annual General Meeting of the Cashew Export Promotion Council of India held on 22nd September,1994 at Cochin, unanimously reelected the following members to the Committee of Administration of the Council.

- Mr. T S R Govindarajalu, M/s T S Rajamanickam Chettiar & Co., Panruti, South Arcot District, Tamil Nadu.
- Mr. K Ravindranathan Nair, M/s Vijayalaxmi Cashew Co., Quilon, Kerala
- Mr. T K Shahal Hassan Musaliar, M/s Bestnut Corporation, Madras, Tamil Nadu.
- Mr. A.Younus Kunju, M/s Younus Cashew Industries, Quilon, Kerala.

The term of office of these members shall be three years.

--Continued from pg. 21--

trade, the Council sponsored a seven member delegation under the leadership of Mr. T.K. Shahal H. Musaliar, Chairman of the Council. The other members of the delegation were Mr. J. Rajmohan Pillai of M/s. Malabar Cashewnuts and Allied Products, Quilon, Mr. Parameshwaran Bharathan of M/s. Asiatic Export Enterprises, Quilon, Mr. Pankaj Sampat of M/s. Samsons Trading Co., Bombay, Mr. N. Balakrishnan of M/s. MAC Industries, Madras, Dr. K.G. Nayar, Chief Executive & Secretary of the Council and Mr. S. Gopalakrishnan, Deputy Director, EIA, Cochin.

BRAZIL TO IMPORT CASHEWS FROM INDIA

Cashew is an important raw material for the chocolate industry.
M/s. Interseller Commercio International Ltda, AV Vicente Rao, 1703, Brooklin Paulista, Sao Paulo/SP/Brazil sent a three member team to India to assess the possibilities of importing cashew kernels from India to cater to the chocolate industry of Brazil.

The members of the delegation were Mr. Jorge Marques Vieira, President of M/s. Interseller Commercio International Ltd. Mr. Nivaldo Saggioro, Managing Buyer of Chocolates Lacta and Mr. Masharu Negato, Quality Control Manager of Chocolates Lacta.

From Left: Mr. Masharu Negato, Mr. P. Bharathan Pillai, Vice Chairman, CEPC, Mr. Jorge Marques Vieira, Leader of the delegation, and Mr. Nivaldo Saggioro

A view of the gathering

The team was received by the Council's representative at Trivandrum on 28th April 1994 and was taken to Quilon the same day. The Council arranged an Open House meeting for the team with the cashew exporters at Hotel Sudarsan, Quilon, on the 29th April. They were also provided with opportunities to visit cashew processing factories at Quilon.

The delegation left India on 2nd May, 1994. M/s. Interseller Commercio International Ltda. expressed the intention of purchasing substantial quantities of cashew kernels from India in the coming months.

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SEMINARS ON TOTAL QUALITY MANAGEMENT IN CASHEW PROCESSING

The Cashew Export Promotion Council of India (CEPC) organised a series of seminars on ``Total Quality Management in Cashew Processing". Managers and supervisors from various cashew factories attended the seminars as delegates. The second of the series of seminars was held at Kuzhithurai on 2nd March, 1994. The topics discussed during the seminar were consumer orientation in quality, good processing practices, integrated pest management and international marketing of cashew.

Mr. P. Bharathan Pillai, Vice-Chairman of theCouncil inaugurating the Seminar. Also seen are Mr. P.K. Aravindan, Mr. S. Gopalakrishnan, Mr. V.P. Nair and Mr. K.K. Asokan.

The seminar was inaugurated by Mr. P. Bharathan Pillai, Vice-Chairman of the Council. Fifty-six people attended the seminar. Mr. P.K. Aravindan, Consultant, Kerala State Productivity Council, Kalamassery, an expert in Quality Management, Mr. K.K. Asokan, Deputy Director, Export Inspection Agency, Quilon, Mr. V.P. Nair, Deputy Director, Export Inspection Agency, Kuzhithurai and Mr. V.N. Narayanan Nair, Administrative Officer of the Council were the faculty members.

The third in the series of seminars was held at Mangalore on 28th July, 1994. There were more than forty participants at the seminar. The seminar was inaugurated by Mr. Bola Ramnath Kamath, President of the Mangalore Cashew Manufacturers Association. Mr. A.K. Gopinatha Shenoy, President of Kanara Chamber of Commerce & Industry, who presided over the function, pointed out the importance of quality upgradation especially in a highly competitive field like export marketing. According to him this kind of seminars will help to create a new quality awareness among the exporters

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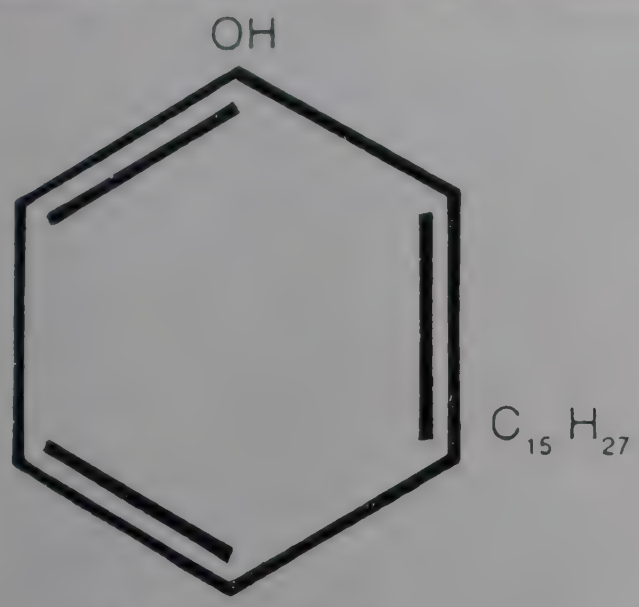

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and will help to educate the managers/supervisors of processing units on good manufacturing practices, personal hygiene etc.

The inaugural session was followed by the technical sessions conducted by experts on different aspects of quality upgradation. Mr. Jamadagni Khandige, Asst. Production Manager, CAMPCO, Puttur, spoke on `Consumer Orientation in Quality'. Mr. Navin Kumar, Export Inspection Agency, Udipi, enlightened the audience on `Good Processing Practices'.

Mr. A.K. Gopinath Shenoy, addressing the seminar. Sitting (L to R): Dr. L. Krishna Swamy, Mr. Sadananda Pai, Mr. Bola Ramnath Kamath, Mr. M. Madhavaraya Prabhu, Mr. C.K. Somasunder and Mr. G. Giridhar Prabhu.

Dr. M. Balasaraswathy gave a detailed lecture in `Quality Care in Food Products'. Mr. Henri Mathais, Export Inspection Agency, Mangalore, presented the paper on integrated pest mangement in cashew processing. Mr. Giridhar Prabhu of M/s. Achal Industries, Mangalore, spoke on `International Marketing of Cashews'.

An Ancient Food Source

Nuts have been a source of food for man, for centuries. There is archaeological evidence to suggest that between 20,000 B.C. and 10,000 B.C., various nomadic tribes around the world began to settle in areas that were abundant with wild animals and plants. As human population increased, the numbers of wild animals dwindled. Consequently, the inhabitants in the warmer regions came to rely upon small game, milk, grains, legumes, acorns and other nuts to meet the greater part of their food requirements.

Shortly after 10,000 B.C., some of these early settlers began to cultivate the plants that they favored. By Biblical Times, several kinds of nuts were being cultivated, including cashew nuts, which were being grown in South America. It is generally accepted that the cashew probably originated in northeastern Brazil, near the equator.

In 1558, a French naturalist, named A. Thevet, visited the territory of Maranhao, in northern Brazil. At that time, he observed the natives harvesting cashew ``apples'' and provided the earliest known illustration of the cashew. By 1590, cashews had been introduced into India and Africa by Portuguese missionaries and colonists.

Goa: The Paradise On Earth

Goa, which lies along the golden Konkan coast between the Arabian Sea and the Western Ghats is for many, Paradise on Earth. It's a land of Indian mythology and Portuguese adventure tales. Where the invaders and traders came for natural produce like silks, spices and cashew but stayed on for serenity and sun.

It is a land which has not only retained the old Portuguese culture and tradition but also their commitment to trade. Goa is still one of India's largest producer of cashew, a plant that was first brought to India by the Portuguese.

The Basilica of Bom Jesus

A view of the chamber inside the Basilica of Bom Jesus where the body of St. Francis Xavier lies perfectly preserved since his death almost 450 years ago.

The origin of Goa has been attributed to the Saint Parasurama who it is said, shot an arrow from the Pashupatastra and claimed the land from the Arabian Sea for his meditation. The arrow (Bana) fell at Banahalli which is today Banauli in Salcete Taluka. Thus the first set of immigrants to Goa came at his behest. History also refers to those migrants to the Aryana who came with their Vedic Culture. Buddhism found its

Fort Aguada - a view

way to Goa during the reign of Asoka the Great. The Buddhist monk Punna spent long hours in meditation at Zambaulim. Jainism too flourished in this land. The discovery of a Jain temple at Kudneim is testimony to the fact. Then came Bhojas, Chalukyas, Silaharas, Rashtrakutas, Kadambas, Yadavas, Muslim rulers owing allegiance to the Delhi Sultanate, Hassan Gangu Bahaman, Adilshah of Bijapur and finally the Portuguese whose cultural impact was great due to their prolonged rule of 451 years.

The Bhoja, Silahara and Kadamba dynasties left behind a number of beautiful temples, the Adilshahi rulers gifted fine mosques and forts and the magnificient churches and cathedrals are a legacy of the Portuguese rule.

Old Goa

A world that still holds a 16th century charm. Breathing the spirit of the early settlers.

If you enter the Se Cathedral, one of the largest churches in Asia, you feel the seamless blending of time. With its magnificent gilt altar at the end of an 80 metres long aisle you feel transported to an ethereal presence.

At the miraculous Basilica of Bom Jesus, you can view the body of Goa's patron saint, St. Francis Xavier, perfectly preserved since his death almost 450 years ago. You can also spend the day wandering through such splendid Portuguese monuments as the Aguada Fort at the mouth of the river Mandovi, the nunnery of St. Monica, built like a mammoth fortress, the church of our Lady of Rosary, the St. Catejan Church, the Chapel of St. Catharine and the ruins of the St. Augustine Tower. Regardless of the places you visit in Old Goa, the place will leave you calm and contended.

Hindu Temples

The picture-book streets of Goa are dotted with numerous holy shrines. Particularly eye catching are the Mangesh and Shanta Durga Temples, with their combination of traditional Indian and foreign architecture. Other fine Hindu temples include that of Sri Bhagavati at Pernem, the Brahma Temple

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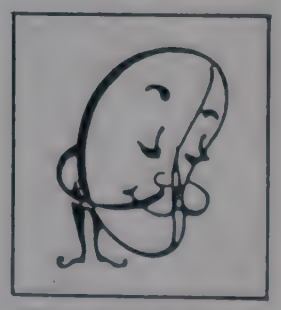

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Beaches

Goa has a long coastline studded with some of the world's most beautiful beaches. On the road to the rock promontory of Dona Paula is Miramar, the pride of Panaji Goa's headquarters. To its north, close to Mapusa lie the twin beaches of Calangute and Baga. Together it stretches for more than 7 kms and is Goa's most popular beach. To Calangute's south lies Candolim, one of the lesser known of Goa's beaches. All these beaches are marked by swaying palms, sandy shores and an unspoilt tranquility. Anjuna and Vagator are also beaches breath taking for their serene beauty.

Other places of interest.

Safa Masjid, Ponda, was built in 1560 AD by Adilshah of Bijapur. The masonry tank nearby has beautiful maharab designs. Jama Masjid, Sanguem is another elegant mosque, known for its simplicity.

The Viceroys Arch, one of the gates of Adil Shah's fort, but later used by the Portuguese to welcome Viceroys and the Mayem lake, beautiful and surrounded by green hills are also major land marks of Goa.

For the historically minded there are the Archeological Museum and the Archives Museum, besides the Xavier Institute of Historical Research.

Goans take life at a leisurely pace. But they are fun loving and not averse to some form of physical exercise like para-sailing, trekking, scuba-diving, snorkelling or hiking. So any body going to Goa can cool off with fun.

The food offered at Goa ranges from Portuguese to South Indian to Chinese. But whatever it is, it will be mouth watering and delicious.

One of the chief specialities is Feni, that intoxicating brew got from fermenting the juice of cashew apples. And, you can expect some nuts and spices too. For through out the years Goa has kept up the reputation of producing quality spices and cashew nuts.

Feni, an intoxicating brew made from Cashew is one of Goa's specialities

Mr. P. Bharathan Pillai

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Fax: 0474-77230, Cable: ENTERPRISE

Asiatic Export Enterprises, Quilon, is a member of the renowned KPP Group, a major corporate force in the Cashew Industry of the State. The company was established in 1964 by Mr. P. Bharathan Pillai, Managing Partner of the firm.

Over the years the company has grown to become one of the leading processors and exporters of Cashew and Cashewnut shell liquid to countries all over the world. The company has also got three associate firms, actively engaged in the Cashew Industry and growing rapidly.

1. Parameshwar Cashew Company
2. Quilon Export Enterprises and
3. Malayalam Export Enterprises.

Asiatic Export Enterprises and its associates have achieved a reputation for product quality and business integrity which have served it well over the years. The group now exports about 65,000 cartons of cashew annually, earning foreign exchange worth over Rs. 200 million. The firm has also achieved recognition as an ``Export House'' by the Government of India in 1990. Besides leading the company to the top of the ladder Mr. Bharathan Pillai, its Managing Partner has been a member of the Committee of Administration of the Cashew Export Promotion Council . since 1984. He has travelled extensively as member of the Council's delegations. He was elected the Vice-Chairman of the Council for 1992-94 and as Chairman for 1994-95.

EXPORTER'S PROFILE

Mr. Shyam Lakshman

LAKSHMAN & COMPANY

Manufacturers and Exporters of Cashew Kernels

P.B. No: 179, Parameswar Nagar, Quilon-691 001
Tel: 0474-79306 / 79521, Telex: 0886-234 LCO IN, Fax: 0474-79492

M/s. Lakshman & Co. was founded in 1964 by the late Mr. P. Lakshmanan Pillai. It is a division of the KPP group, a major player in the cashew industry of the nation. Although a part of a big group, the company still remains a partnership firm with a clear-cut identity of its own.

After Mr. Pillai's death in 1986 his son Mr.Shyam Lakshman took charge as the Chief Executive and Managing Partner of the firm. With extensive travel abroad as a member of trade delegations and on his own, he has been able to increase the company's volume of exports rapidly. It has gone up from Rs. 114 lakhs in 1988-89 to Rs. 409 lakhs in 1991-92.

The company has been growing steadily ever since its inception. The associate firm of Lakshman & Co., M/s. Shyam Cashews was started in 1985 as part of its expansion plan. With Lakshman and Co. consolidating its position in the global market in the bulk exports of cashew kernels they are planning to enter new pastures now. They intend to extend their activities to the export of consumer packs in the near future.

With the drive of Mr. Shyam Lakshman giving it the needed impetus nothing seems to be impossible for the firm. He promises to take it to greater heights. ◆

Mr. Suresh Zantye

EXPORTER'S PROFILE

NARAYAN GANESH PRABHU ZANTYE & CO.

Manufacturers and Exporters of Cashew Kernels & Cashew Nut Shell Liquid

Bicholim, Goa, India
Tel: 2247, 2148, 2048, Panjim Off: 5144-4152
Telex: 0194-353 HIRA IN

M/s. Narayan Ganesh Prabhu Zantye & Co. is one of the leading manufacturers and exporters of cashew kernels and cashewnut shell liquid from India. The late Mr. Narayan Ganesh Prabhu Zantye, one of the pioneers in the industry, founded this firm in 1928.

This company is an excellent example of how commitment to quality brings its own rewards. With its high reputation for quality abroad, the company has slowly increased the export volume, especially to the European countries, Japan and Australia. Their exports in 1991-92 were 14145 cartons worth Rs. 476 lakhs.

Recognised as an `Export House', it has three sister concerns

1. M/s. Hira Cashew Industries, Sanquelim - Goa
2. M/s. Zantye Cashew Products, Advai, Sattari-Goa and
3. M/s. Zantye Cashew Industries. Malwan, Maharashtra.

The company is managed by Mr. Suresh Narayan Prabhu Zantye and Mr. Umesh Narayan Prabhu Zantye, the partners of the firm. Mr. Suresh Zantye is also the President of the Goa Cashew Manufacturers & Exporters Association.

Mr. M. Impthias

EXPORTER'S PROFILE

RUKIYA CASHEW COMPANY

Manufacturers and Exporters of Cashew Kernels

Kilikolloor, Quilon 691 004, Kerala
Tel: 0474-79380/77280 Tlx: 0886-370 RCC IN
Fax: 0474-79280

Rukiya Cashew Company has been processing and exporting cashew since 1983 and is now one of the leading cashew kernel exporters of India. The firm is headed by Mr. M. Impthias. who is the sole proprietor of the company.

Quality has been the watch word of the company. The high quality standards that it has set since its inception has given it a number of very satisfied customers in the USA, Europe and Middle East. For keeping up the high quality standards the company has set up a separate quality control division.

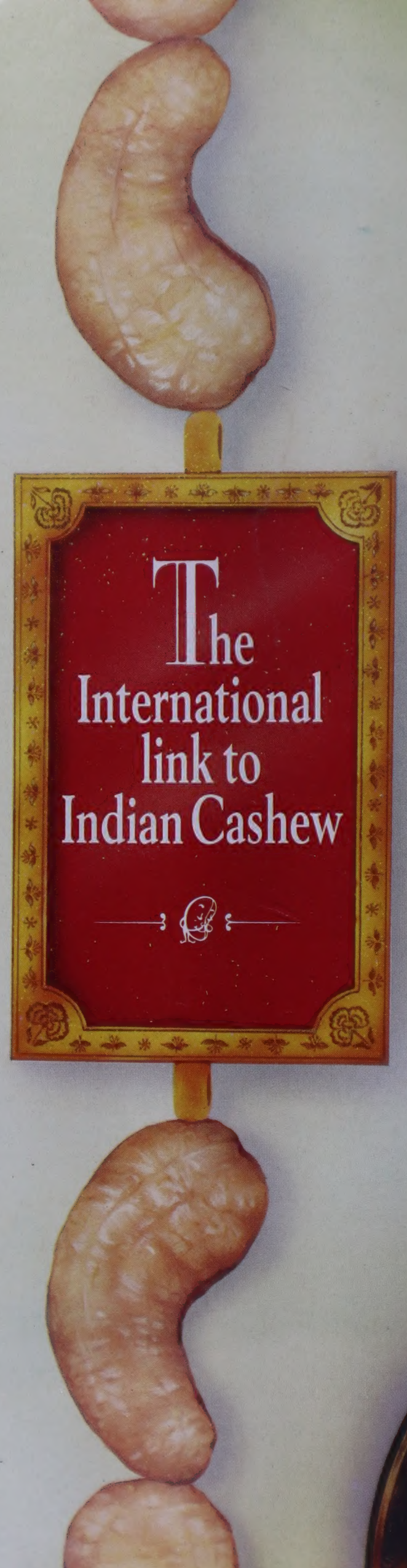
The company is also in the process of further development. For this they have recruited several highly trained professionals in the technical side. With the new developments the company hopes that exports which have been in the region of Rs. 3-4 crores will go up to Rs. 6-8 crores. Considering the track record of the company it is an achievable target.

THE NUMBER ONE

India is the world's largest producer, processor and exporter of cashew kernels, cashewnut shell liquid (CNSL) and allied products, with her annual export exceeding US $ 325 million.

India is capable of supplying cashew & cashew products in any quantity, any quality at any time, to any country.

CEPC is the National Organisation entrusted with the export promotion of Indian cashew and allied products. A task it has been carrying out with commendable success, for the past four decades.



LINK WITH EXPORTERS

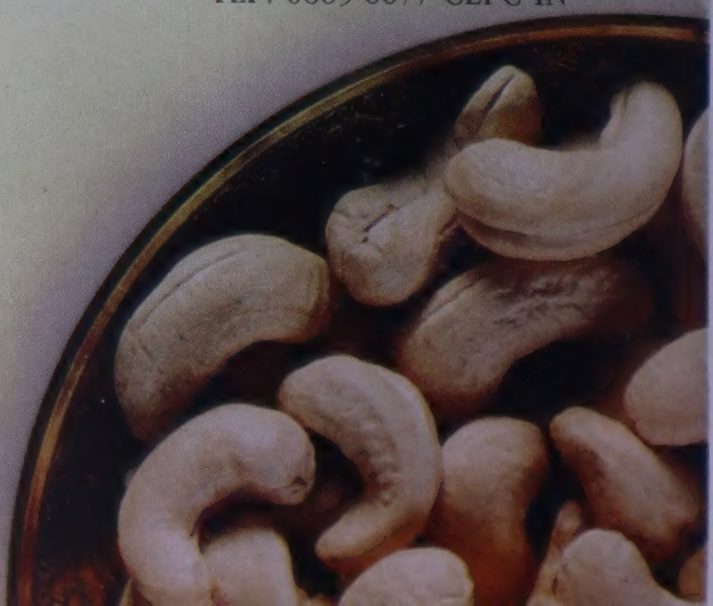
CEPC equips exporters with up-to-date information on the international market situation. It also assists them in enlarging their existing markets and in identifying new ones.

LINK WITH IMPORTERS

CEPC serves importers as a single-point sourcing agency in India. It helps them identify and locate dependable supply sources with the right quality and quantity.

THE CASHEW EXPORT PROMOTION COUNCIL OF INDIA

Chittoor Road
Cochin-682 016 India
Tel : 0484-361459
Fax : 0484-370973
Tlx : 0885-6677 CEPC IN



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